



*How we are making it
easier to buy a train ticket*

Rail Delivery Group



“Our vision is for mobile-friendly, smarter types of electronic tickets”

*Paul Plummer, chief executive,
Rail Delivery Group*

Foreword

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Everyone in the railway is committed to giving passengers excellent services and making their journeys better from start to finish - from the moment they start planning a trip to when they leave the station at the other end.

This leaflet sets out our plan for modernising and improving how we sell tickets to make paying to travel by train quick and easy in future.

Our vision is for mobile-friendly, smarter types of electronic tickets so people no longer have to rely on the old orange paper type, instead using technology and products that they are familiar with such as smartcards or barcode readers.

This is not purely a technology-driven vision. We listen to passengers and understand their different needs, and nobody will be left behind. Passengers must be at the heart of everything we do.

Simplifying how people can pay to travel by train is only one of our priorities as an industry to overcome hang-overs from the past which are impeding our ability to improve the experience of passengers. We know, for example, that similar legacies surround fares.

Train operators have attracted record numbers of passengers with a broad range of good value fares, but we recognise that the many different types of fare on offer can be confusing.

Long-established regulations governing rail fares - well-intentioned and designed to protect customers - are now preventing train companies from being able to modernise the system and to give passengers simpler fares which they can trust. We are working with government to achieve reforms that will benefit passengers and hope to set out our plans in this area in a similar way to this booklet soon.

We know it can be confusing and frustrating buying a ticket.

That's why we're going to make it easier for passengers.

More and more train travellers are already using 'm-tickets' that are bought online and downloaded to their smartphones or other devices.

Our ambitious plans will mean millions more can enjoy the benefits of innovative smartcards, digital tickets and contactless payment. This will make buying, storing and using train tickets much simpler and more convenient.



*...which are hard to get, easily lost, don't give simple information and don't always work at the gates.
But we're going to make it clear.*

The route to seamless rail travel across Britain



The rail industry has a clear view of how future train travel should be, with digital, mobile-friendly journeys where passengers use smarter, quicker and easier ways to pay



We will design our retailing systems around what passengers want and need for a train journey



Our joined up plan to deliver smarter ticketing ensures the right balance between making sure that the same standards apply across the country, while giving local train companies flexibility to come up with innovations for their customers



Advances made by train companies in barcode tickets and smartcard travel provide the foundation for developing exciting plans for the future

The Rail Delivery Group (RDG), which represents train companies and Network Rail, can help take these plans forward to allow smoother, more joined-up train journeys.

Why smart ticketing?

Ask a typical rail passenger how they would like to buy and use a train ticket and many will talk about buying and storing it on their phone or using their bank card.

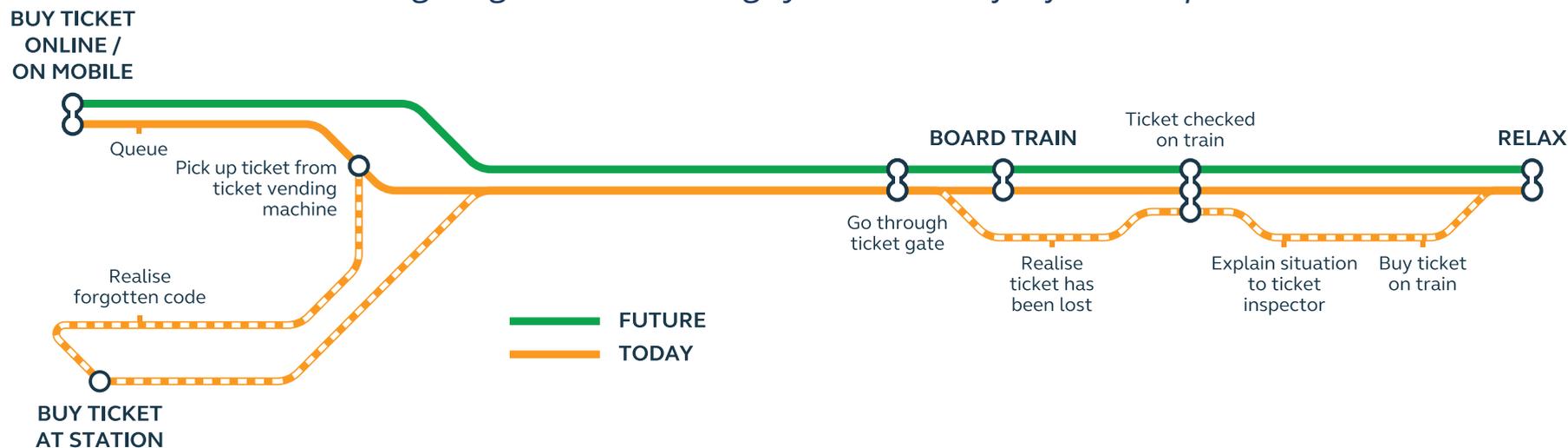
As technology develops, we have the opportunity to ensure that ticketing is seamless, flexible, intuitive and cost-effective. We need to make sure that ticketing keeps up with changes in consumer preferences and solves some of the real problems that customers face when travelling by train.

Improving the experience of buying a train ticket will bring huge benefits for customers and the rail industry.



Smart ticketing will help us to improve the information we give customers, by allowing us to send them personalised information based on what we know about their travel patterns.

Navigating the rail ticketing system can be far from simple



Every traditional ticket sold costs the train company (and therefore, the taxpayer)



We want to revolutionise the ticket retail system to make it simpler, more modern and better for everyone



For customers, smarter ticketing will:

- Remove queues to buy or collect tickets, saving time
- Allow us to provide our customers with information about timetables and updates specific to them
- Pave the way for guarantees that customers will always get the cheapest fare
- Help prevent frustration or problems when paper tickets are lost, stolen or stop working
- Use technology that people are already using such as smartphones and contactless bank cards

Benefits for the industry include:

- Cost savings - more than 650 million paper tickets with the old magnetic stripe are issued every year - allowing money to be invested in a better railway
- Improved, automated processes such as for refunds - things that currently frustrate customers and operators alike
- Transforming revenue protection so passengers feel valued
- Redeploying staff so that they can give customers better help and support
- Understanding better how customers use the railway, to help improve timetable and resource planning
- Speeding up the introduction of new pricing systems to better manage the busiest trains by encouraging passengers to catch services with fewer people on them



Creating the future

The rail industry is working together on a series of projects to make buying a ticket simpler and more convenient. These projects are designed to:



Allow passengers to buy tickets using their mobile phones wherever they are in Britain: every station, every train company



Introduce smartcard season tickets, starting in the south east, so tickets don't wear out and, for the first time, giving part time workers the chance to buy a season ticket that reflects how they work



Create a permanent R&D lab for developing the "next big thing" in selling rail tickets, so that we keep pace with fast changing consumer technology



Retire existing outdated tickets to make significant cost savings. This doesn't mean an end to paper tickets, just the existing 1980s technology



In collaboration with Government, improve ticketing regulation and contracts to make innovation easier in the future



Each of these projects is sponsored by a relevant key person from a train company, ensuring the whole industry remains focused on change



Staying mobile

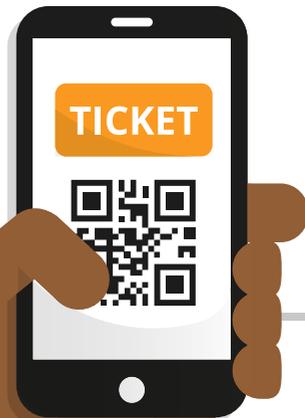
Rail passengers like being able to buy a ticket for a journey that works across all train company areas. But today, many would prefer a ticket that can be carried on a mobile device.

Mobile phone tickets remove the need to queue at ticket offices or collect from ticket machines. And, of course, they also mean that all the information needed for a journey can be accessed on the same phone.

That's why RDG is working with the rail industry to achieve a nationwide rollout of mobile phone tickets. This will need station ticket gates to be upgraded, new back-office systems and will involve big investment.

But it will be worth it because it will mean a big improvement in the experience of our customers.

Our target is for passengers to be able to use mobile phones as tickets across the country from 2018.



Smart thinking

Season tickets are a simple idea and hugely popular, and have made commuting affordable for tens of thousands.

But as the world changes, it's time the way we sell tickets moves with it.

Commuters should have a ticket that doesn't wear out and that can be replaced if it is lost.

As we modernise and introduce smarter types of ticketing it will be easier to offer part-time season tickets.

Working with Government, we are seeking to ensure that all season tickets in the south east are issued on a durable smartcard that can be reissued if lost, and enables train companies to provide better information to passengers.



Signals for the future

Mobile phone and smartcard ticketing are just the start. Consumer technology is moving faster than ever before.

We want to remove barriers to rail travel by enhancing our systems and introducing better technology.

To achieve this, we will examine how people will buy products and services in the future and work to develop the next projects. Initially, we will focus on use of contactless bank cards – but future developments could include biometrics, gateless gatelines, use of beacons and individual, personalised travel accounts.

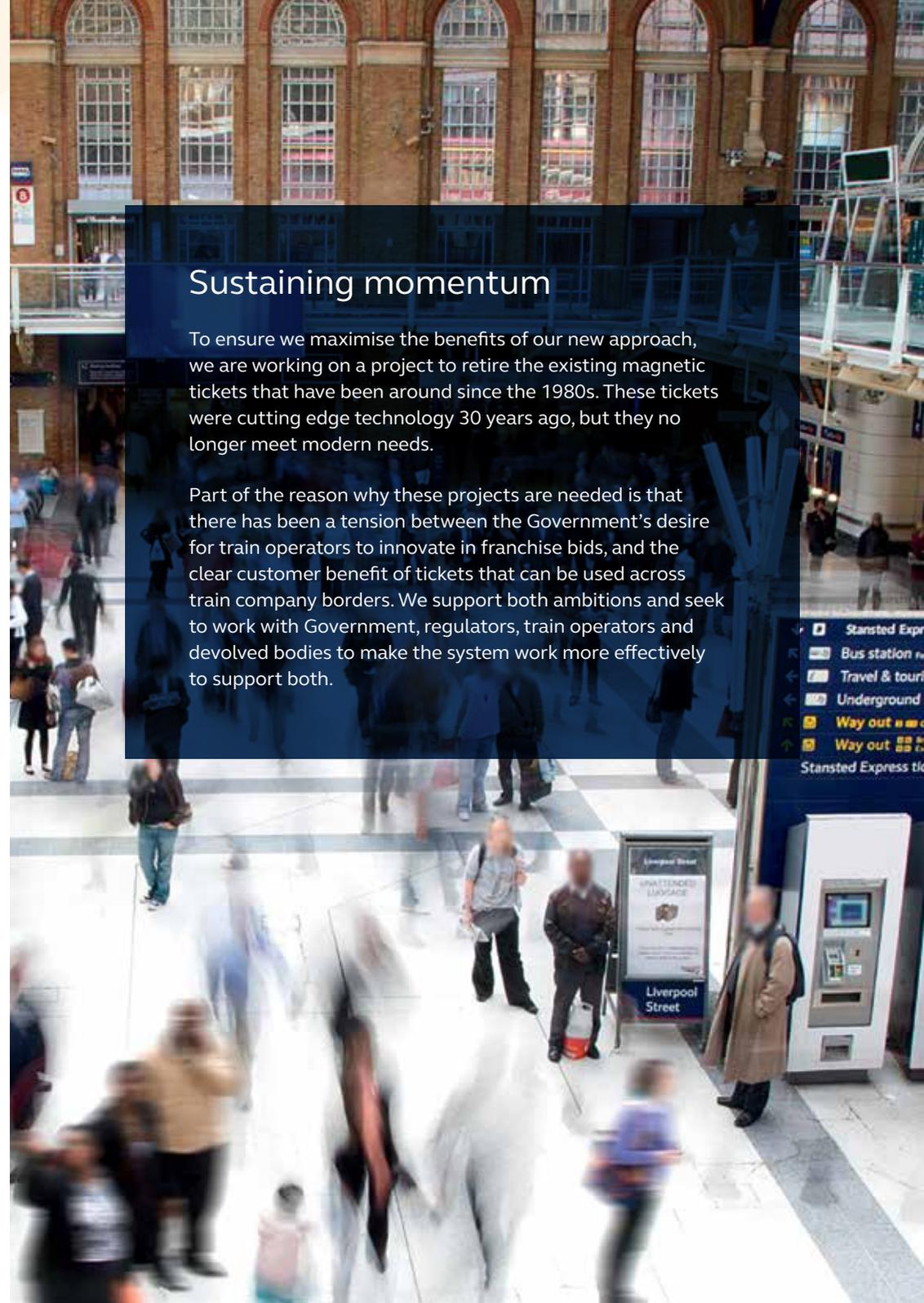


We aim to develop the next project on the use of contactless bank cards, by 2018.

Sustaining momentum

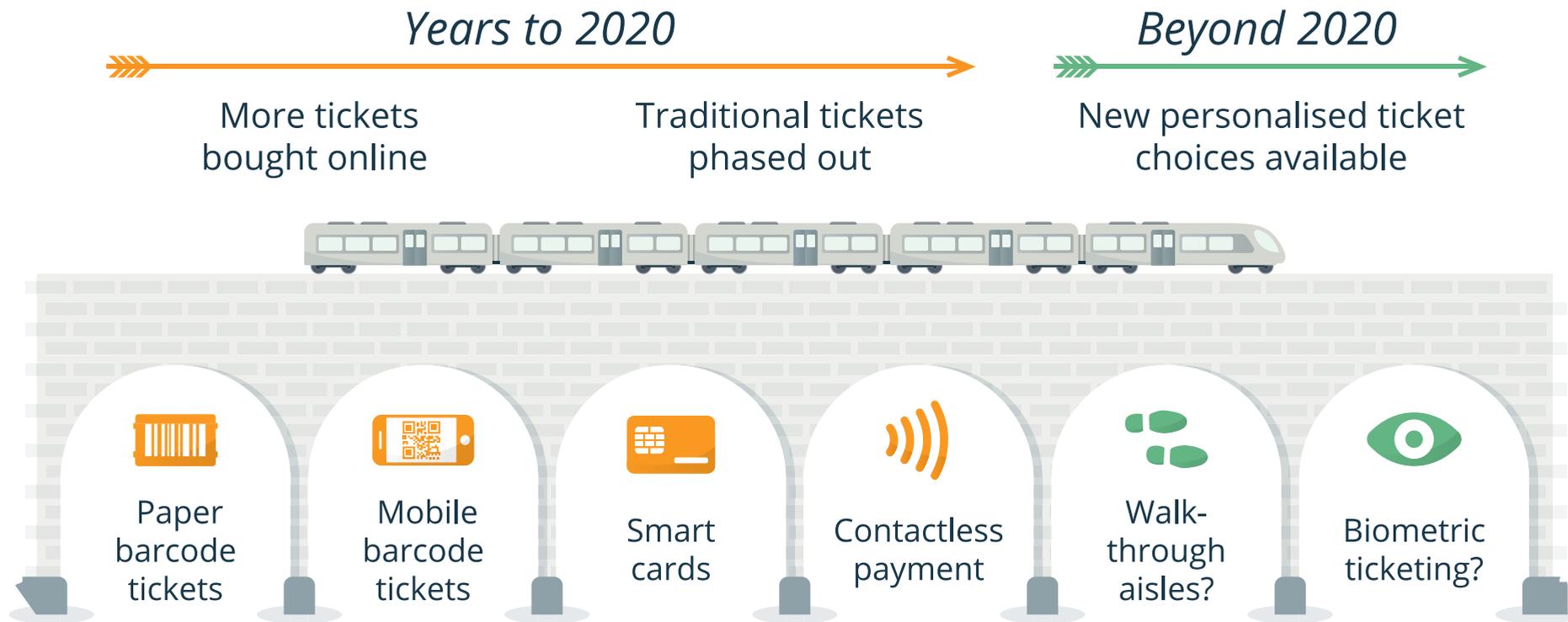
To ensure we maximise the benefits of our new approach, we are working on a project to retire the existing magnetic tickets that have been around since the 1980s. These tickets were cutting edge technology 30 years ago, but they no longer meet modern needs.

Part of the reason why these projects are needed is that there has been a tension between the Government's desire for train operators to innovate in franchise bids, and the clear customer benefit of tickets that can be used across train company borders. We support both ambitions and seek to work with Government, regulators, train operators and devolved bodies to make the system work more effectively to support both.



The rail industry is moving forward

RDG are committed to promoting the use of new ticketing methods to take the rail industry into the future



Everyone wins with the new ticketing system

Better for train companies



Saves resources

Not reliant on paper tickets, saving resources and reducing station litter from used tickets



Saves money

Less money spent on maintaining ticket machines and gates means more money spent on passengers



Saves time

Less time spent booking tickets means staff are free to focus on other customer needs

Better for customers



More personalised

Train companies will be able to tailor their services to customers, for example through customer accounts and loyalty reward schemes



Saves time and stress

No more queueing for the ticket office or machine, typing in codes, or worrying about lost tickets



A seamless experience

Customers will be able to use their mobile phones or payment cards, creating a more integrated ticketing experience

For more information go to
www.raildeliverygroup.com or
email info@raildeliverygroup.com



Rail Delivery Group